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AIST Awards recognise essential role of digital in superannuation

13 November 2015

Clever use of data segmentation and social media campaigns to improve female engagement with super for women were recognised at AIST's 2015 Awards for Excellence last night.

Australian Institute of Superannuation Trustees (AIST) CEO Tom Garcia said this year's Awards demonstrated that not-for-profit super funds are becoming much more sophisticated in their analysis of data to deliver tailored campaigns and engage with their members.

"The role of digital is evident throughout every style of campaign and funds are increasingly using targeted digital advertising to reach their members on sites like Facebook and through google searches," Mr Garcia said.

Drawing more than 250,000 visits to its social media sites, Sunsuper took out AIST's Best Digital (Over \$40K budget) Award with a campaign aimed at redefining retirement through the message '60 is the new 40'.

Meanwhile, two funds focusing on the needs of women also took out Awards: CareSuper won the Best Integrated Award for its use of blogs and a microsite to target a younger, mainly female audience, as part of its 2014-15 'Why Should I Care' campaign. Equip won the Best Digital (Under 40k Budget) Award for its "Move the Dial" campaign, which enabled female members to track their super relative to their peers via mobile phone, the campaign also taking out the prestigious Platinum Communications Award.

HESTA's focus on SuperStream compliance was also rewarded with the Best B2B Award (under 40K budget). HESTA's 5C SuperStream Journey based on the 5Cs of communication, conversation, commitment, conversion and compliance resulted in high levels of engagement from employers. MTAA Super took out the Best B2B Award (over 40K budget) with their innovative Clearing House Campaign that resulted in increased engagement and brand awareness – even with its technical subject matter.

Individuals were also recognised at the Awards, with Sue Gould from UniSuper taking out the Outstanding Trustee Director Award and Kelly Christodoulou from AustralianSuper receiving the Award for Outstanding Fund Staff Member. Each winner will receive a Leader Development Scholarship – sponsored by State Street - up to the value of \$10,000 to access educational opportunities that will benefit their fund.

Other winners on the night included REST, MTAA Super, Local Government Super, NGS Super, Tasplan Super, First State Super and VicSuper.

"Funds are using much more content to engage in meaningful conversations with their members not just on superannuation issues, but whole of life matters," said Mr Garcia. "AIST congratulate all winners for their significant work over the last year."

See the full list of award winners over page.

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Full list of winners 2015

Communication Awards – sponsored by ME		
Award	Winner (over 40K budget)	Winner (under 40K budget)
Best B2B Campaign	MTAA Super – MTAA Super Clearing House Campaign	HESTA – The 5C SuperStream Journey
Best Digital Marketing Campaign	Sunsuper – The Dream Project	Equip – Move the Dial
Best Direct Mail Campaign	REST Industry Super – Consolidation 2014	NGS Super– Are you right for the SMSF job?
Best Integrated Campaign	CareSuper – Why should I care?	Tasplan Super – Changes to the Age Pension
Best Internal Communications Campaign	N/A	First State Super – Launch of STAR employee recognition program
Platinum Communications Award Winner	Equip – Move the Dial Campaign	

Leader Development Scholarships – sponsored by State Street	
Award	Winner
Outstanding Trustee Director	Sue Gould – UniSuper
Outstanding Fund Staff Member	Kelly Christodoulou – AustralianSuper

AIST sponsored awards		
Award	Winner (over 10bn FUM)	Winner (under 10bn FUM)
Best Internal Project	REST Industry Super- Project Information Portal	Local Government Super - Information Technology Strategy Project
Best Member Facing Project	VicSuper – Super Woman Money Program	NGS Super – True Wealth Content Hub
Best Corporate Reporting	VicSuper	

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AIST is the peak industry body for the \$650 billion not-for-profit super sector which includes industry, corporate and public sector funds.